

WELCOME



Ada
EVENTS
FOR 2024

WELCOME

WHO WE ARE

#DISCOVERADA

DISCOVER ADA



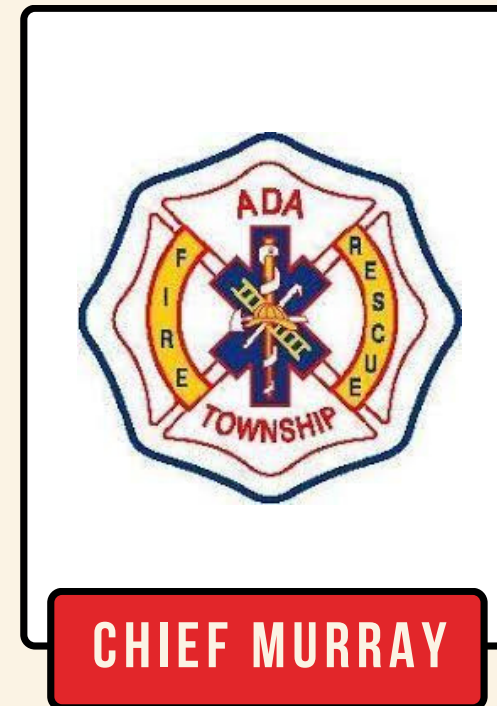
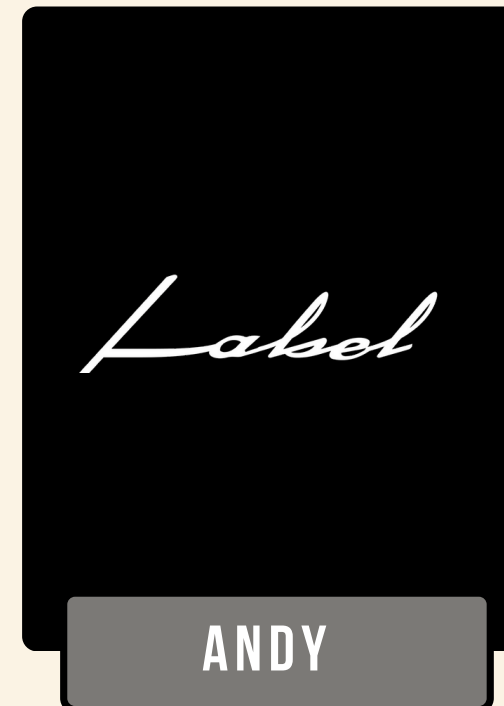
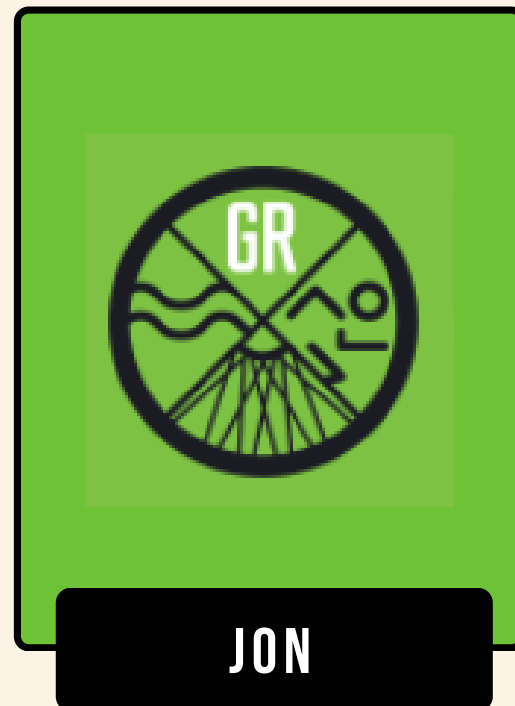
ADA BUSINESS ASSOCIATION



ADA TOWNSHIP/DDA

WELCOME

GUEST SPEAKERS



WELCOME

UPDATES

- **PARKING - DISCOVER ADA IS WORKING WITH AMWAY, ABA WORKING WITH ADA VISTA SCHOOL**
- **NEW ADDITION TO THE DISCOVER ADA TEAM- RACHEL**

BATON COLLECTIVE - SAM

Coming Soon
**FOXTAIL
COFFEE**

COMING THIS SPRING TO ADA VILLAGE



TOWNSHIP DDA/COMMUNITY ON CANVAS

Ada Village **PROGRESSIVE TASTINGS**

FOURTH THURSDAY OF EACH MONTH 5-7:30

UPCOMING: JANUARY 25, FEBRUARY 22, MARCH 28

- Participate as a restaurant/ retail location



ADA BUSINESS ASSOCIATION

Ada Forest Hills **COMMUNITY EXPO**

MARCH 9TH, 10AM-2PM @ ADA CHRISTIAN SCHOOL

- Sponsor
- Participate as a vendor
- Volunteer



**ADA FOREST HILLS
COMMUNITY EXPO**



DISCOVER ADA

Ada WOMENS NIGHT

SPRING WOMEN'S NIGHT - APRIL 25TH, 6PM-9PM

FALL WOMEN'S NIGHT - SEPTEMBER 12TH, 6PM-9PM

HOLIDAY WOMEN'S NIGHT - DECEMBER 14TH, 5PM-8PM

How to participate:

- Help promote the event
- Participate as an Ada Village Business
 - Hosts other businesses
 - Discounts, giveaways, etc.



DISCOVER ADA ON BEHALF OF GR CHILDREN'S BUSINESS FAIR

Grand Rapids
**CHILDREN'S
BUSINESS FAIR**

MAY 18TH, 10AM-12PM

- Add marketing material to promotional bags



DISCOVER ADA AND LABEL MOTORSPORTS

Ada RIDES ON RIVER STREET

JUNE 1ST, 12PM-3PM

How to participate:

- Help promote the event
- Participate as an Ada Village Business
 - Ex) Mudpenny providing BBQ for guests



ADA TOWNSHIP/DDA

Ada **FARMERS MARKET**

JUNE 4TH - OCTOBER 29TH

TUESDAYS, 9 AM - 2 PM @ THE COMMUNITY CHURCH

The Ada Farmers Market is intended to support the local economy, enriches the quality of life in the communities surrounding Ada & Cascade, and promotes the public health & environmental benefits of eating local, sustainable agriculture.

How to participate:

- Sponsorship opportunities available

The logo for Ada Farmers Market is displayed on a teal square background. It features the word "ada" in a dark blue, lowercase, sans-serif font. To the right of "ada" is a small green leaf icon. Below "ada" are the words "farmers" and "market" in a white, lowercase, sans-serif font, stacked vertically. The entire logo is enclosed in a thin black border.

ADA PARKS AND REC/ADA HISTORICAL SOCIETY

Ada MUSIC ON THE LAWN

JUNE 12 - AUGUST 21, WEDNESDAYS @ 7PM-9P

@ LEGACY PARK

How to participate:

- Help promote the events
- Sponsor a concert
- Volunteer
- Attend a concert



CONNECTING COMMUNITY - LOREN

New
**ADA COVERED
BRIDGE PARK**

IN THE WORKS NOW!

JOIN US ON FEBRUARY 22ND AT 5PM



TRIS FOR HEALTH - JON

Grand Rapids **TRIATHALON**

JUNE 8TH-9TH

How to participate:

- Sponsor this event
- Welcome racers into your business in a fun way!



ADA TOWNSHIP/PARKS AND RECREATION

Ada BEERS AT THE BRIDGE

JUNE 21 - JULY 19 - AUGUST 16, 6-9 PM

@ LEGACY PARK

Contributions to Beers at the Bridge help to bring fun, family friendly events into our own backyard, inviting community members like you to fully enjoy the place they call home.

How to participate:

- Sponsor
- Volunteer
- Promote



ADA TOWNSHIP/DDA

Ada Township INDEPENDENCE DAY CELEBRATION

JULY 4TH

- Firefighter Pancake Breakfast 7 – 9:30AM
- Parade 10 – 11AM
- Classic Car Show 11 – 2pm
- Music at Legacy Park 6:30 – 9:30pm
- Fireworks 9:45/10pm (Dusk)

How to participate:

- Register for the parade
- Volunteer



DISCOVER ADA AND LABEL MOTORSPORTS

In Ada
CARS AND COFFEE
GRAND RAPIDS

JULY 13TH, 10AM-1PM

AUGUST 10TH, 10AM-1PM

- The largest exotic car event in West Michigan
- Named one of the top 10 automotive events in Michigan

How to participate:

- Add marketing material to the Discover Ada welcome bags



DISCOVER ADA

Ada **SIDEWALK /TENT SALES**

AUGUST 23RD & 24TH 10AM-6PM

It's time for the best sales of the year!

How to participate:

- Help promote the event
- Participate as an Ada Village Business by putting out sale items under a tent or on the sidewalk.



DISCOVER ADA & DDA

Ada FALL FESTIVAL

FEATURING BRATS AND BONFIRES

OCTOBER 3RD, 4PM-7PM

How to participate:

- Fall activity at your business or specials
- Volunteer
- Decorate for Fall in your business
- Sponsorship levels coming soon



ADA BUSINESS ASSOCIATION & DISCOVER ADA

Ada PUMPKIN PROWL

OCTOBER 25TH, 5PM-8PM

Ada's premiere Halloween event!

- Trick-or-Treat at your business
- Trunk-or-Treat on River Street
- Sponsor
- Volunteer
- Decorate /Host a pumpkin activity



ADA TOWNSHIP/DDA

Ada **PICKLEBALL**

OCTOBER 5TH @ 9AM-3PM

OCTOBER 6TH @ 10AM-3PM

The Pickleball Tournament provides a wide range of skill levels and ages the opportunity to compete & play for the top spot! Various divisions for both doubles & singles play. Limited spots available.

How to participate:

- Sponsorship opportunities
- Volunteer
- Participate



ADA HISTORICAL SOCIETY

Ada History Center **WREATH SALE**

NOVEMBER 17TH, 18TH, 24TH, 25TH

DECEMBER 1ST, 2ND, 8TH, 9TH

OR UNTIL SOLD OUT

The Wreath Sale has been Ada Historical Society's biggest annual fundraiser, held every year to fund efforts to preserve, share, and celebrate Ada history with historic collections, programming and events.



ADA BUSINESS ASSOCIATION

Ada FESTIVAL OF TREES

DECEMBER 1ST - DECEMBER 31ST

- Sponsor and decorate a real, sustainable Christmas tree in Legacy Park!
- Businesses, organizations and individuals are welcome.



ADA BUSINESS ASSOCIATION

Ada TINSEL, TREATS AND TROLLEYS

DECEMBER 6TH, 5:30PM - 9PM

- Sponsor
- Host an activity/decorate
- Help promote
- Volunteer



DISCOVER ADA

Ada WINDOW COMPETITION

DECEMBER 1ST - DECEMBER 31ST

Bring the holiday spirit to Ada Village by decorating your window and participating in the competition.

- Decorate your windows with holiday spirit while drawing attention to your business.



Ada Village
Window Competition 2022

ADA TOWNSHIP/DDA

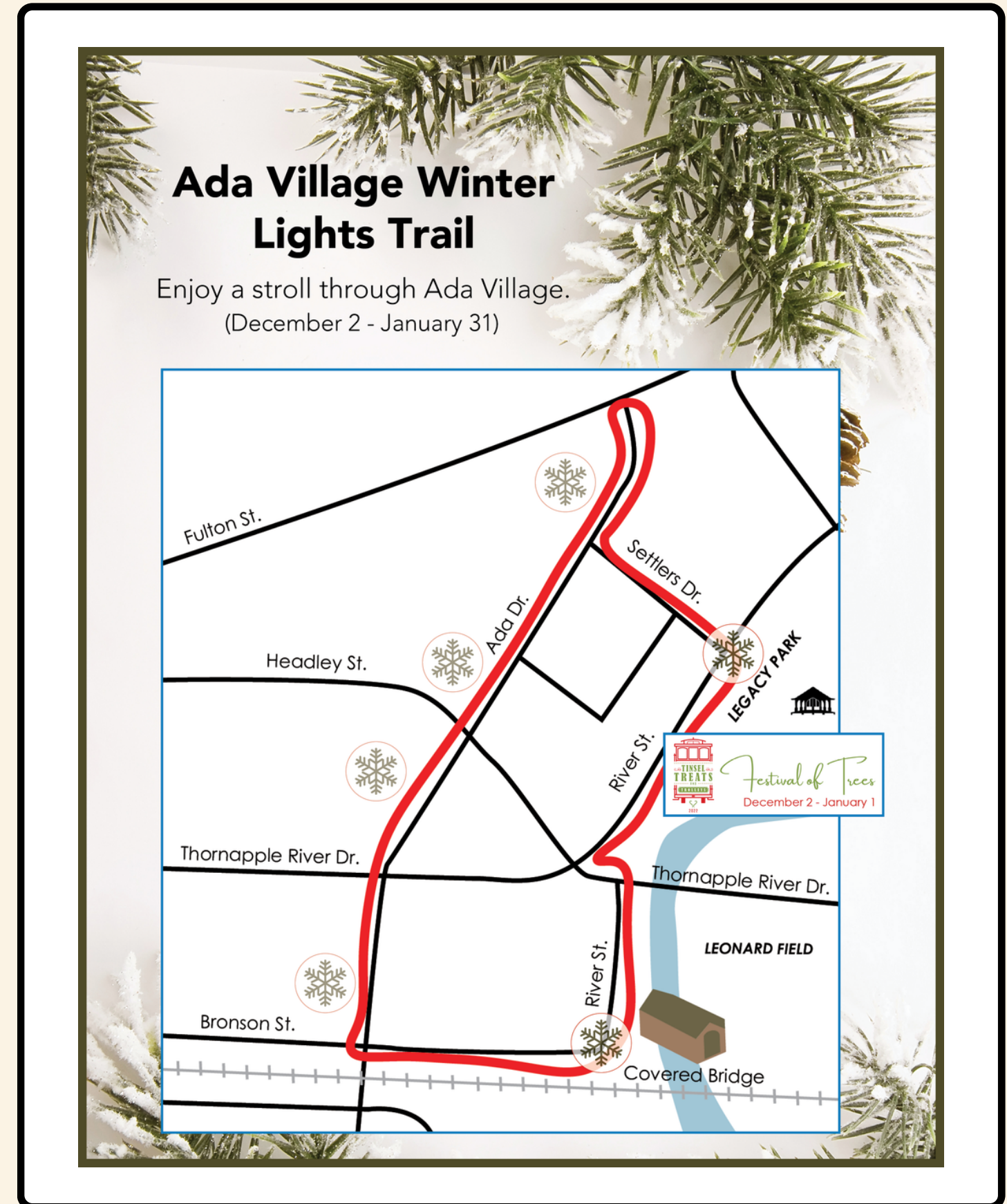
Ada WINTER LIGHTS WALKING TRAIL

DECEMBER 1ST - JANUARY 31ST

A walking loop – just under a mile – through the Winter Wonderland lights in Ada Village, a perfect walk for families and people of all ages. The DDA hosts the Winter Lights with the intention of encouraging people to visit, shop, see the lights & stay for a meal.

How to participate:

- Host & promote promotions



ADA FIRE DEPARTMENT

Ada SANTA PARADE

DECEMBER 7TH, 11AM

How to participate:

- Register for the parade
- Volunteer
- Stop at the Fire Station for pictures, cookies, and hot chocolate.



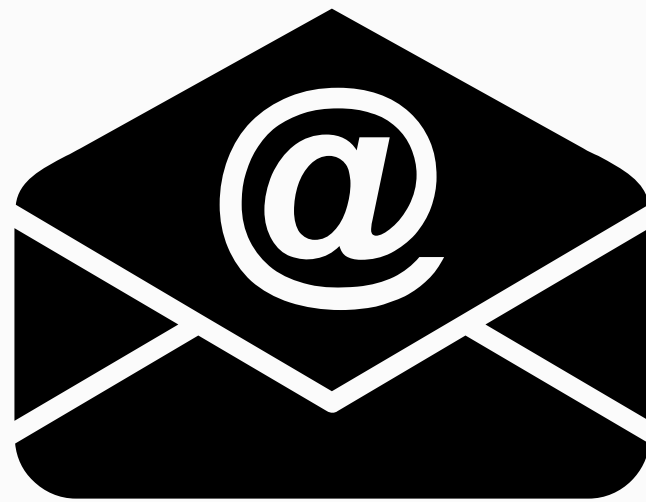
OPEN FLOOR



Brainstorm QUESTIONS/COMMENTS

THANK YOU

HOW TO PARTICIPATE



EMAIL



WEBSITES

THANK YOU



Thank you
FOR COMING
2024 ADA EVENTS GATHERING

DISCOVER ADA, ADA BUSINESS ASSOCIATION, ADA TOWNSHIP/DDA